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discovery of stimulus features which promote online engagement. These findings therefore have applied implications for accentuating or altering image features to promote support for wildlife.

P1-B-4 - Untangling self-report and brain measurements in aggregate preference prediction

Hang-Yee Chan ¹, Christin Scholz ², Emily Falk ³

¹ King's College London, ² University of Amsterdam, ³ University of Pennsylvania

Details

A spate of studies in communication and consumer neuroscience have shown that neural activity from small groups of individuals tracked out-of-sample preference in aggregate (i.e., neuroforecasting), akin to extrapolating opinion polls or customer surveys to predict market outcomes. What do aggregate brain signals reveal where self-reports do not?

In a mega-analysis (i.e., pooled analysis of raw neuroimaging data) of 16 functional MRI studies involving images, texts and videos from various domains such as entertainment, marketing and health communications (572 participants, 768 stimuli, 23,085 trials), we studied how aggregate neural activity during stimuli exposure tracked out-of-sample outcomes associated with the stimuli (clickthrough rates, liking, etc), and whether such brain-to-market effect was mediated via aggregate self-report preference of the neuroimaging sample.

In brief, (a) neural activity implicated in reward and mentalizing preceded self-report preference within individuals, and tracked out-of-sample aggregate preference; and (b) the predictive effect of reward-related (but not mentalizing) activity of the neuroimaging sample on out-of-sample preference is mediated by within-sample self-reports.

Our findings suggest that neuroforecasting works by reflecting the self-report preference of the sample, while at the same time it potentially adds value by extracting the social relevance of stimuli not captured by existing self-report measurements.

P1-B-5 - NeuroChic: Unraveling Sustainable Fashion Advertising through Brainwave Insights

Elena Gasulla Tortajada ¹, Paulo Duarte ², Susana C. Silva ³, Jose Paulo Marques Dos Santos ⁴

¹ Universidade Beira Interior, ² Universidade da Beira Interior, ³ Universidade Católica Portuguesa, ⁴ Universidade da Maia

Details

Despite extensive research on the effect of ad appeals on sustainable fashion consumption (Dhir et al., 2021; Grazzini et al., 2021; Legere & Kang, 2020; Rausch & Kopplin, 2021), reliance on explicit self-report measures limits understanding of consumers' implicit mental processes, leaving a gap in linking attitudes

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to real behavior (Hassan et al., 2016; Rausch & Kopplin, 2021). This study advances prior research by studying consumer brain responses to different types of sustainable fashion advertising content and how arousal can predict actual purchasing behavior.

An electroencephalography (EEG) experiment with 40 participants will analyze the effects of sustainable fashion advertising appeals on consumer cognition, examining the distinctions between emotional and informative content, in line with Guitart & Stremersch (2021) definition. Self-reported measures of purchase intention towards the advertised products will be collected before and after exposure to the stimuli, and the responses will be compared with the EEG results to identify disparities between stated attitude and neural activity. Additionally, the correlation between the neural responses and actual purchasing behavior, measured by click-through rates in connection with the ads, will be investigated in a large population of 500 respondents in a consumer panel.

Our findings should reveal that emotional and informative ads activate distinct brain regions, correlating with varied effectiveness in influencing consumer behavior. Emotional stimuli are likely to engage areas tied to affective processing, such as frontal alpha asymmetry. At the same time, informative content is expected to stimulate regions associated with cognitive processing and willingness to pay, like theta waves and the beta over alpha plus theta ratio, along with differences in gamma powers. Participants exposed to emotional ads are anticipated to self-report greater purchase intention toward sustainable fashion products compared to those exposed to descriptive ads. However, on a broader scale, ads featuring informative content are expected to drive higher real consumer behavior.

The study's results are expected to demonstrate EEG measures' superior predictive power over overstated preferences in understanding consumer behavior toward sustainable fashion campaigns. The results will contribute to emphasize the crucial role of tailored advertising to bridge the gap between attitude and behavior in sustainable fashion consumption. These insights can guide marketers and policymakers in crafting more impactful communication strategies and policies aligned with consumer values, promoting sustainable fashion adoption.

P1-B-6 - Unraveling other's preferences in bargaining through eye movements

Mrugsen Gopnarayan ¹, Sebastian Gluth ¹

¹ University of Hamburg

Details

Eye movements are intricately coupled with decision-making, serving as a window into the attentional processes of decision-makers. In social settings, we intuitively use this principle to infer others' preferences while they are deciding. Previous work has demonstrated that showing the gaze pattern of one participant to another in a coordination game enables them to better understand each other's preferred choices. In the present study, we use this capability to test whether a seller can reach better agreements with a buyer by seeing their eye movements in a cooperative bargaining setting. The task involves the seller attempting to sell 20 different products with multiple attributes (e.g., cars, laptops, washing machines) to a buyer. The seller's goal is to determine the relevance of different attributes to the buyer in order to offer (and ultimately sell) the appropriate products. For example, when choosing